



Marketing & Events Executive

April 2025



Thank you for your interest in Right to Succeed. We are excited to be recruiting a Marketing & Events Executive to build on the great work the charity is doing and to help us achieve even more.

Right to Succeed supports communities in areas of high deprivation to work collectively to give children and young people the best start in life. We do this because we believe every child deserves the right to succeed, no matter where they live.

Our Journey

We launched in 2015 with a mission to bring a coordinated effort to remove the barriers facing young people. We are now working collectively with schools, colleges and local authorities in Blackpool and Rochdale, to help build an inclusive education system where every child is supported to succeed. We are currently further developing our work to support literacy in both Rochdale and Tameside. In September 2021 we launched our first whole-system improvement programme with the community in North Birkenhead followed by Halton, Knowsley, Sefton and St Helens place-based programmes in the Liverpool City Region.

We are growing quickly, and expect that to continue for the next few years as place-based change becomes a national focus. Now is an inspiring time to join Right to Succeed and help us transform outcomes for children. We are keen to encourage applications from those with lived experience of overcoming one or more of the issues our programmes seek to address, as we understand the extra value that this brings to understanding our programmes.

We look forward to meeting you.

Yours sincerely,



Graeme Duncan, Chief Executive



Job Details

Title:	Marketing & Events Executive
Reports to:	Senior Communications, Marketing and Media Lead
Contract Type:	Full-time, Permanent
Location:	Based from either our Liverpool or Manchester office, with some flexibility to work from home, subject to business requirements and line manager approval. Travel across the RTS programme delivery as required.
Hours:	5 days per week (37.5 Hours) Worked between Monday- Friday
Salary:	£28,539 - £30,865 (5% employer pension contribution, Medicash and group life assurance, 27 days annual leave per annum for FTE plus bank holidays)

Role Summary

As the Marketing & Events Executive, you will be responsible for supporting the planning and implementation of Right to Succeed brand and programme events, and the design and development of marketing and promotional campaigns across all print and digital platforms. This includes our 10 year anniversary events in June 2025 and a portfolio of programme events across the year.

Key Responsibilities

Events:

- Support the Communications, Marketing and Media and Programme Departments in the provision of effective and successful brand and community events.
- Work with internal stakeholders and communications team members to bring events to life, making recommendations on format, and ensuring that the plan can be met within the timescales.
- Work collaboratively with team members to develop creative ideas for events which support Place-based change, education, community and brand development targets.
- Maintain a booking system for marketing equipment used for events and ensure equipment is kept safely and stored in the correct place.
- Work with suppliers to coordinate the logistics of events.
- Work to ensure effective and efficient use of departmental budgets, by identifying cost effective methods of service delivery.
- Provide a high level of service to both internal and external stakeholders and liaise with external suppliers to ensure that appropriate paperwork is completed on time for events.
- Ensure that all attendees of events have the relevant information and tickets to attend the events.

- Ensure that all events have the relevant risk assessments and that these are communicated with anyone supporting the event.
- Develop, design, and create templates and content for email campaigns, ensuring best practice for all emails sent; and monitoring and analysing response rates.
- Be involved and proactive in organising and participating in organisation activities as well as representing the charity at external events.
- Liaise with key stakeholders and partners in the development and implementation of events.

Marketing

- Design, develop and print marketing collateral and event merchandise for programmes and brand events.
- Design and implement multi-channel campaigns to promote events and raise brand and programme awareness.
- Develop digital marketing campaigns and promotions.
- Maintain the content of the RTS website, including RSVP forms and feedback surveys.
- Manage individual projects and day to day work in an efficient, timely manner, delivering to a specific deadline.
- Maintain a proactive involvement in general marketing discussions and event plans.
- Evaluate the impact of all events and support continual improvements.
- Manage monthly and quarterly newsletters.
- Maintain marketing drives and support with the administration of media libraries.
- Liaises with key stakeholders and partners in the development and production of marketing collateral.

Take on other responsibilities where appropriate

- Be flexible to the needs of a fast growing charity environment, taking on other responsibilities where appropriate.

Please note the key responsibilities of this role are described above. They may be subject to reasonable changes from time to time in line with business needs.

Person Specification

Skills and Experience (*essential*)

- Commitment to the aims and ethos of Right to Succeed and a genuine desire to bring about positive change for children and young people.
- Excellent communication skills, both written and oral, with an ability to interpret varied information and adapt messages for different audiences.
- Strong understanding of event planning..
- Strong project planning and time management skills and the ability to work to tight deadlines
- Strong interpersonal skills.
- Professional and resourceful, with the ability to work independently and as part of a team.
- Proficient in editing and design software Adobe Indesign, Photoshop, Canva.

- Proficient user of Wix
- Excellent stakeholder and supplier relationship management skills.

Skills and Experience (*desirable*)

- Minimum 3 year experience in a marketing or events role
- Experience in Funder events

Our Values	Key Competency 1	Key Competency 2
Commitment	<i>Deliver excellent services to our schools and partners</i>	<i>Work as part of a team committed to delivering a mission</i>
Integrity	<i>Uphold principles and values</i>	<i>Following through on responsibilities</i>
Humility	<i>Approach our work with professional curiosity</i>	<i>Demonstrate learning and the application of your learning</i>
Curiosity	<i>Willingness to positively question operating norms</i>	<i>Passion for identifying and trialling innovative solutions</i>
Collaboration	<i>Building effective relationships</i>	<i>Influence and negotiate the conditions to create an impact</i>

Equal Opportunities

Right to Succeed is an Equal Opportunities Employer and is committed to ensuring no candidate or employee receives less favourable treatment on the grounds of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, religion or belief, sex or sexual orientation.

Diversity and Inclusion is critical to our success and we actively seek to recruit, develop and retain talented people from a diverse candidate pool.

We particularly encourage applications from those candidates with lived experience of the issues our programmes seek to address as we recognise the value this adds to the delivery of our services.

As a Disability Confident employer we would encourage any applicants who need assistance or alternative versions of our recruitment pack to get in touch so that we can help.

We're proud to be an organisation that is aligned to the 'happy to talk flexible working' campaign and will positively consider all applicants who wish to discuss flexible working arrangements.



Background checks

Due to the nature of the role and the work Right to Succeed carries out we will ask the successful candidate to complete a Enhanced DBS check and any offer of employment will be subject to this background check, along with references from previous employers and checks on their right to work in the UK.

As an equal opportunity employer Right to Succeed does not discriminate against those with criminal records and any information disclosed on the background check will only be considered against the risk that could be posed to our staff members or the recipients of our work, and we comply in principle with the DBS Code of Practice.

How to Apply

To apply for this position, please submit a CV and a supporting statement including your motivation for applying and how you meet the criteria for the role to recruit@righttosucceed.org.uk by **5pm on Wednesday April 23rd 2025**

Unfortunately, we can't consider any candidates who do not submit a supporting statement.

Your supporting statement must not exceed two pages and should cover your motivation for applying for the role and how your skills and experience meet the criteria outlined in the Person Specification. This is also your opportunity to evidence the written communication skills that will be necessary for the role. If you need any advice or guidance on what to include in the supporting statement, please contact recruit@righttosucceed.org.uk.

Timetable

Applications invited by **5pm on Wednesday April 23rd 2025**

First Stage Interviews: Monday 28th April 2025

Second Stage interview with presentation: Friday 2nd May 2025

These dates may be subject to change.

Queries

For queries about the role or, for additional information, please contact: recruit@righttosucceed.org.uk